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CHARLES ATLAS, World's No. 1 Body Builder, says:

Don't Be Half A Man!

Let ME SHOW How I Can Make You a Real HE-MAN From Head to Toe — in Just 15 Minutes a Day!

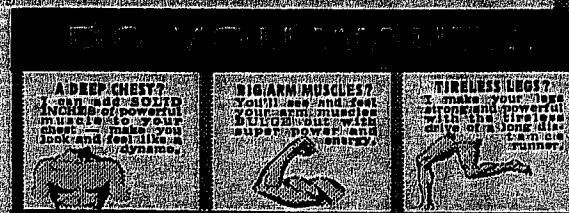
Take a good honest look at yourself. Are you proud of your body — or are you ashamed to go through life being just "half the man" you could be? No matter how ashamed you are of your present physical condition — or how old or young you are — the sleeping muscles already present in your body can turn you into a real HE-MAN! Believe me, I know — because I was once a skinny, scrawny 97-pound half-alive weakling! People used to laugh at my build and make fun of me. I was ashamed to strip for sports or the beach... shy of girls... afraid of healthy competition.

HOW I CHANGED FROM A 'MOUSE' TO A MAN!

One day, I discovered a secret that changed me from a timid, frightened scarecrow into "The World's Most Perfectly Developed Man" — a "magic formula" that can help turn you, too, into a marvelous physical specimen... a real HE-MAN from head to toe... a man who STANDS OUT in any crowd! What's my secret? "DYNAMIC TENSION" — the natural method! No theory. No gadgets or contraptions. You just do as I did. Simply take the sleeping muscles already present inside your own body and build them up — use them every day, in walking, bending over, reaching, even sitting! Almost before you know it, you're covered with a brand-new suit of beautiful, rock-hard SOLID MUSCLE!

MY SECRET BUILDS MUSCLES FAST!

Just 15 minutes each day in the privacy of your room is all it takes to make your chest and shoulder muscles swell so big they almost split your coat seams... turn your fists into sledge-hammers... build mighty legs that never tire! Mail coupon today for my famous book showing how "Dynamic-Tension" can give you a body by Atlas, Charles Atlas, Dept. 605, 115 E. 23rd St., New York, N.Y. 10010.



ADAM'S CHEST?
700+ extra solid inches of powerful muscles to your back and limbs like dynamo.

BIG ARM & SHOULDERS?
Build your arm muscles BIGGER with super power! Super strength!

TIRELESS LEGS?
I make your legs tireless and powerful with Dynamic-Tension! Build them up — and they'll last longer than a camel's!

MAGNETIC PERSONALITY?
"Dynamic-Tension" takes you right into the limelight — makes you a magnet for women everywhere!

BROAD SHOULDERS?
"Dynamic-Tension" will broaden your shoulders and build them up — built-in shoulder strength!

MORE WEIGHT?
You'll gain pounds in the right places. Dynamic-Tension builds you up — gives you a strong, wide, solid physique!

THESE ARE THE BIG THINGS I AM SHOWING OFF IN FRONT OF GRACE AND THE CROWD! WELL IT'S MY TURN THIS TIME!

HERE IS THE KIND OF BODY I WANT:
 MORE MUSCLE
 BIGGER CHEST
 BIG ARM & SHOULDER MUSCLES
 BROAD BACK & SHOULDERS
 TIRELESS LEGS
 MORE WEIGHT
 MAGNETIC PERSONALITY

CHARLES ATLAS
Dept. 605 115 E. 23rd St., N.Y., N.Y. 10010
I enclose 10¢. Show me how "Dynamic-Tension" can make me a new man. Send your famous 32-page book full of pictures, valuable advice. No obligation.
Print Name Age
Address
City & State Zip Code
In England: Charles Atlas, 21 Poland St., London, W. 1

MORE WEIGHT?
You'll gain pounds in the right places. Dynamic-Tension builds you up — gives you a strong, wide, solid physique!

CHARLES ATLAS ON TV



WIN THIS VALUABLE TROPHY
Be the envy of your friends!

